

19. (Amended twice) A method of altering the phenotype of a seed comprising:
- a) transforming a seed-bearing plant, or a progenitor of a seed-bearing plant, with a vector comprising the nucleic acid molecule of claim 1; and
  - b) growing the seed-bearing plant to obtain seed wherein the nucleic acid sequence is expressed during embryogenesis under control of the transcriptional regulatory region to alter the phenotype of the seed.
29. (New claim) A recombinant nucleic acid molecule comprising a heterologous promoter sequence operably linked to a nucleic acid sequence, wherein the promoter sequence comprises a transcriptional regulatory region capable of directing seed-specific expression in *Arabidopsis*, wherein the transcriptional regulatory region is at least 90% identical to a sequence selected from the group consisting of SEQ ID NO:15, 16, 17, and 18, or a complement thereof.
30. (New claim) The recombinant nucleic acid molecule of claim 29 wherein the transcriptional regulatory region is at least 95% identical to a sequence selected from the group consisting of SEQ ID NO:15, 16, 17, and 18, or a complement thereof.
31. (New claim) The recombinant nucleic acid molecule of claim 29 wherein the transcriptional regulatory region is at least 99% identical to a sequence selected from the group consisting of SEQ ID NO:15, 16, 17, and 18, or a complement thereof.
32. (New claim) A recombinant nucleic acid molecule comprising a heterologous promoter sequence operably linked to a nucleic acid sequence, wherein the promoter sequence comprises a transcriptional regulatory region capable of directing seed-specific expression in *Arabidopsis* wherein the transcriptional regulatory region is at least 70% identical to a sequence selected from the group consisting of SEQ ID NO:15, 16, 17, and 18, or a complement thereof, and wherein the transcriptional regulatory region comprises at least one motif selected from the group consisting of the CE-like element CE1 comprising TTCCATCGA or TGCCACCGG, the CE-like element CE3 comprising SEQ ID NO:1 or SEQ ID NO:2, the RY repeat motif comprising CATGCAA or CATGCAT, the G-box1 comprising CACATG or CACCTG, the G-box2 comprising CAACTT or CAACTG, the A-300 box comprising TGCAAT or

TG(T/A/C)AAA(G/T), the EM1 ABA box comprising ACATCTCAT or ACGTGTCAT, and the CTATTTTG element.

33. (New claim) A recombinant nucleic acid molecule comprising a heterologous promoter sequence operably linked to a nucleic acid sequence, wherein the promoter sequence comprises a transcriptional regulatory region capable of directing seed-specific expression in *Arabidopsis* wherein the transcriptional regulatory region hybridizes under stringent conditions to SEQ ID NO:22, or a complement thereof.

34. (New claim) A recombinant nucleic acid molecule comprising a heterologous promoter sequence operably linked to a nucleic acid sequence, wherein the promoter sequence comprises a transcriptional regulatory region capable of directing seed-specific expression in *Arabidopsis* wherein the transcriptional regulatory is at least 70% identical to SEQ ID NO:22, or a complement thereof.

35. (New claim) The recombinant nucleic acid molecule of claim 34 wherein the transcriptional regulatory region is at least 80% identical to SEQ ID NO:22, or a complement thereof.

36. (New claim) The recombinant nucleic acid molecule of claim 34 wherein the transcriptional regulatory region is at least 90% identical to SEQ ID NO:22, or a complement thereof.

37. (New claim) The recombinant nucleic acid molecule of claim 34 wherein the transcriptional regulatory region is at least 95% identical to SEQ ID NO:22, or a complement thereof.

38. (New claim) The recombinant nucleic acid molecule of claim 34 wherein the transcriptional regulatory region is at least 99% identical to SEQ ID NO:22, or a complement thereof.